

CLAIMS

Having thus described the invention, what is claimed is:

1. A cover for enclosing a product within an interior portion of a container, said cover comprising:
 - a first layer adapted to retain the product within the interior portion of the container;
 - a second layer adapted to be positioned over said first layer and directed toward an external environment, wherein a portion of said second layer is adapted to be separated from said second layer; and
 - a removable piece integrated with said second layer and adapted to be separated from said second layer, wherein said removable piece represents a coupon, premium, promotion or other advertisement.
2. The cover as recited in claim 1, wherein said second layer includes a weakened portion that couples said removable piece to said second layer.
3. The cover as recited in claim 2, wherein said weakened portion is formed of perforations.
4. The cover as recited in claim 1, further comprising:
 - a skirt adapted to removably couple said first and second layer to the container.

5. The cover as recited in claim 1, wherein said first layer is adhesively coupled with said second layer.

6. The cover as recited in claim 5, wherein said first layer is adhesively coupled with said second layer in an area surrounding said removable piece.

7. The cover as recited in claim 1, wherein said first layer is formed of a transparent material.

8. An enclosure for a product having a coupon, premium, promotion or other advertisement integrally formed therein, said enclosure comprising:

a container including an interior portion and an open end, wherein the open end is adapted so that the product may be placed in said interior portion of said container; and

a cover adapted to be coupled with said container and cover said open end of said container, said cover comprising:

a first layer adapted to retain the product within said interior portion of said container;

a second layer adapted to be placed over said first layer and directed toward an external environment; and

a removable piece integrated in said second layer, wherein said removable piece is selectively removable from said second layer.

9. The enclosure as recited in claim 8, further comprising:

a cover ring adapted to removably couple said first and second layer to said container.

10. The enclosure as recited in claim 8, wherein said first layer is adhesively coupled with said second layer.

11. The enclosure as recited in claim 10, wherein said first layer is adhesively coupled with said second layer in the area surrounding said removable piece.

12. The enclosure as recited in claim 8, wherein said first layer is formed of a transparent material.

13. The enclosure as recited in claim 8, wherein said removable piece is retained to said second layer by perforations.

14. A method for providing a coupon, promotion, premium or other advertisement on an enclosure for a product, wherein said enclosure includes a container and a lid, and wherein said lid includes a first layer and a second layer, said method comprising:

weakening a portion of said second layer to form a removable piece;

positioning said second layer over said first layer;

coupling said first and second layers to said container to retain the product within said container, wherein said portion of said second layer is directed toward an external environment; and

allowing for the removal of said removable piece from said second layer.

15. The method of claim 14, further comprising:

providing for a cover ring, wherein said cover ring is used to couple said first and second layers to said container.

16. The method of claim 14, further comprising:

adhesively coupling said first and second layers to one another before coupling said first and second layers to said container.

17. The method of claim 14, further comprising:

adhesively coupling said first and second layers to one another in the area surrounding the portion where the removable piece is over said first layer before coupling said first and second layers to said container.

18. The method of claim 14, further comprising:

breaking the weakened portion of said second layer; and
removing said removable piece from said second layer, wherein said first layer retains the product within the container.

19. The method of claim 18, wherein said first layer is formed of a material that allows for the viewing of the product within said container after removing said removable piece from said second layer.

20. A cover used for advertisement or promotion, wherein said cover is adapted to enclose a product within an interior portion of a container, said cover comprising:

a first layer adapted to retain the product within the interior portion of the container;

a second layer adapted to be positioned over said first layer and directed toward an external environment; and

means for selectively removing a portion of said second layer.

21. The cover as recited in claim 20, further comprising:

means for viewing the product within the interior portion of the container.

22. The cover as recited in claim 20, further comprising:

means for coupling said first and second layers to the container.

23. A container for a product, said container comprising:

a first layer adapted to retain the product within an interior portion of said container;

a second layer adapted to be placed over said first layer and directed toward an external environment; and

a removable piece integrated in said second layer, wherein said removable piece is selectively removable from said second layer.

24. The container as recited in claim 23, wherein said second layer includes a weakened portion that couples said removable piece to said second layer.

25. The container as recited in claim 24, wherein said weakened portion is formed of perforations.

26. The container as recited in claim 23, wherein said first layer is adhesively coupled with said second layer.

27. The container as recited in claim 26, wherein said first layer is adhesively coupled with said second layer in an area surrounding said removable piece.

28. The container as recited in claim 23, wherein said first layer is formed of a transparent material.

29. The container as recited in claim 23, further comprising:

a cover adapted to enclosed the product within said interior portion of the container.

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